SPECIFIC GUIDELINES PACK

This document acts as a guide to the specific considerations and undertakings for your potential record attempt and is to be used in conjunction with the **Guide to Your Evidence**, which outlines the evidence we require to verify the success of your record attempt. These guidelines should be read and understood by all concerned with the record attempt prior to the attempt – this includes every participant, organiser and witness.

These guidelines are specific to your record attempt and **must** be followed. Should any part of these guidelines be contravened, your record attempt will be disqualified, without any right of appeal.

Additionally, these guidelines in no way provide any kind of safety advice and cannot be construed as providing any comfort that the record attempt is free from risk.

Guinness World Records ("GWR") accepts no responsibility for the safety of participants or bystanders in any record attempt. It is your sole responsibility to ensure that (a) all necessary safety precautions are in place and that all equipment used is suitable and thoroughly checked prior to the record attempt taking place and (b) you are in compliance with all applicable health and safety laws and regulations.

If you are attempting a record online using a non-GWR website, GWR is not responsible for the content of that platform or anything that may happen, including technical issues, during your attempt.

If you are organising a record attempt in association with an alcoholic brand you must seek explicit written permission in advance from GWR, otherwise your record may not be approved. Please send your requests to GWR using the Correspondence section in your online application.

If you are organising an online record attempt which may involve the consumption of alcohol, the following additional requirements must be met:

- The platform where the record attempt is to take place must include a responsible drinking message.
- Age restriction, targeting or affirmation technologies should be used, where available, to restrict access to users of legal purchase age or over.
- The record attempt must not be advertised in a manner which appeals to minors, encourages irresponsible drinking or offensive behaviour, or challenges participants to consume an alcoholic beverage.

The above guidance does not constitute legal advice and does not extinguish or dilute your contractual obligations to GWR.

If upon reviewing your evidence it becomes clear that any one of the above measures has not been adhered to, GWR reserves the right to disqualify the record attempt.

Finally, the provision of these guidelines in no way constitutes GWR's consent for you to undertake a record attempt. Any record attempt will only be considered to be authorised by us where you have signed our standard agreement in relation to record attempts.

Longest novel

Record definition

- This record is for the longest published novel in terms of characters used.
- This record is to be attempted by an individual or team of unlimited size.
- This record is measured by the number of characters that comprise the novel.

Rules for Longest novel

1. Each letter counts as one character. Spaces are also counted, as one character each. The method of counting characters must be submitted.
2. Two independent witness statements from individuals with a publishing background must be submitted. These statements must declare the exact amount of characters as well as the method used to derive the total.
3. Witness statements must also include the number of pages as well as the weight of the novel.
4. The novel must be published and be commercially available.
5. The submitted novel can be of any genre.
6. The submitted novel must have a registered ISBN number and proof of this must be submitted as evidence.
7. It is permitted for the submitted novel to be split and bound into multiple volumes, however, the novel must be sold as a single unit and the collection of volumes must share the same ISBN number.
8. The submitted novel must have sold at least 100 copies, proof of sales must be submitted as evidence.
9. A digital copy of the novel must be submitted with the evidence.

Rules for 'general' records

Please make sure ALL these rules are followed:

1. The attempt must take place in a public place or in a venue open to public inspection.
2. The attempt must be overseen by two independent witnesses.

Please make sure you supply the following evidence:

- One **cover letter** explaining the context of the record attempt. Please indicate the date, time and exact location of the record attempt, your chosen witnesses and your record attempt measurement. Also please provide full details of the person(s)/organisation attempting the record including details on the preparation for the attempt.
- **Two witness statements** confirming the exact details of the record and the results as well as explicitly confirming all of the rules have been adhered to. These witnesses must be specialists in the specific field of your record attempt if indicated in the specific rules above.

- **Photographic evidence** is compulsory evidence for all record attempts. Clear photographs of the item must be provided.
- **Video evidence** is compulsory evidence for this record attempt. Please ensure the entire attempt is filmed, that the camera is focused on the attempt at all times and is static.
- **Media articles** (newspaper, online, TV or radio) can be submitted as part of the evidence requirements. This is not compulsory evidence.

Please read the Guide to Your Evidence document, where you will find further information about the evidence requirements and evidence templates. It is paramount this document is read before you submit your evidence.

Evidence checklist

- Documentary evidence
- Proof of purchase
- Proof of distribution
- Witness statement 1
- Witness statement 2
- Video evidence
- Media articles
- Cover Letter
- Photographic Evidence